

Recruiter

May 2002

The magazine for the Air Force recruiting professional



GEN Y

Crosses Into The Blue

Top EA Recruiters

Name	Squadron/Flight	Goal %
TSgt Donald Echols	331/C	500%
TSgt Steven Pleasants	331/C	500%
MSgt George Jones	337/E	500%
TSgt Daniel Wilson	339/E	500%
SSgt Arthur Cuizon	369/E	500%
SSgt Danny Matthews	332/B	400%
MSgt Robert Brown	332/F	400%
TSgt Scott Powers	333/D	400%
TSgt Jeffrey Spivey	331/D	400%
SSgt Charles Lykins II	338/C	400%

Top Flight Chiefs

Name	Squadron/Flight	Goal %
SMSgt Tony Parham	331/C	307%
MSgt Rick Rossen	311/I	250%
MSgt David Carr	331/G	193%
MSgt James Sutton	314/C	187%
MSgt Louis Krejci	368/F	179%
MSgt Daniel Schliffka	347/F	176%
MSgt Edward Alexander	331/D	176%
MSgt Ronnie Giles	344/G	176%
SMSgt James Becker	311/D	169%
MSgt Diane Miles	344/B	158%

Top OA Producers

	Physician	Nurse	Dental
1st Place	348	348	364
2nd Place	311	344	367
3rd Place	317	349	345
4th Place	337	362	349

Cover photo: Senior Airman Pedro Cantu,
12th Flying Training Wing Security Forces
Photos by Master Sgt. David W. Richards
Graphic alteration by
Senior Airman Marti Ribeiro

AFRS Spotlight



Millennial Power!

Second Lieutenant Jason McCree and Senior Airman Marti Ribeiro, *Recruiter* magazine's resident Gen Y staff members, may share the same day they were born, but like all Millennials, the similarities end there. For example, Airman Ribeiro prefers fine Mexican cuisine, while Lieutenant McCree seeks "Anything ... as long as he can put ketchup on it." The *Recruiter* staff hopes you'll find this issue helpful in "rounding up" Gen Y.

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Recruiter

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Gracias, and Adios

By Brig. Gen. Duane Deal
Air Force Recruiting Service Commander

During my two years with Air Force Recruiting Service, I've had the pleasure to visit all four groups, all 28 squadrons, 25 MEPS, and more than 125 offices across our great command. That perspective — and the ideas that came from you — helped chart the course of where we've come in that time, plus where we're headed in the long term. Most notably, the level of professionalism and enthusiasm I observed from you is unmatched in any of my previous commands — and one I'll always appreciate, and use as a benchmark.

With mixed emotions, this month the Deal family will yield the "reins" of the world's greatest recruiting force to the 28th commander our Randolph-based organization has had since 1954 — Brig. Gen. Ed Rice. In our short two years with the command, the accomplishments of our members and programs are nothing short of phenomenal as our 3,400+ members served in 1,400+ locations in 50 states and six countries and territories around our globe. A listing of your efforts, improvements, and triumphs would fill this entire magazine and more. Rather than attempting such a list which could seem self-serving to its author, the remainder of this last column will revolve around a few basic quotations and values that reflect **why** the people of this command do so well.

First, you follow our Air Force Core Values: *"Integrity first ... Service before self ... Excellence in all we do."* We know we can't go wrong — personally or professionally — by following those basic guidelines. You don't sit around, for, as American humorist and aviation lover Will Rogers said, *"Even if you are on the right track, you can get run over if you just sit there."* You let your work speak for itself, following Ben Franklin's sage advice that *"Well done is better than well said."* Though composed of as diverse units and peoples as any command in the world, you act as a team, heeding former Army General Colin Powell's vision that *"We train together ... we fight together ... we win together."* You know it doesn't matter if



(Photo by Staff Sgt. Willie Blow)

During a visit to the 337th Recruiting Squadron, Air Force Recruiting Service Commander Brig. Gen. Duane Deal visited the CA Johnson High School Air Force JROTC Detachment in Columbia, S.C. General Deal addressed the cadet corps, and later met with Airman 1st Class Princess Walton (a former cadet), and current Cadets LaDoris Hughey and Courtney Charles.

you're a commander, a systems administrator, a personnelist, a loggie, a secretary, or a recruiter — it simply doesn't matter who you are — all are a part of the team, and all are vital to its effectiveness. But, even knowing your importance, most usually typify the old saying, *"It's nice to be important, but it's more important to be nice"*.

And when the times get tough — as they often have in this intense and demanding environment — you illustrate the words of Dr. Martin Luther King that, *"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."* And heeding that leads you right back to our Air Force Core Values.

Finally, on top of many other measures, you know that *"The only difference between 'ordinary' and 'extraordinary' ... is that little 'extra'."* You are giving the best you can, and even that little 'extra' to make your work stand out as you follow the words of Grandma Moses: *"Life is what you make it ... always has been, always will be."* And the Air Force Recruiting Service has indeed made it great — for our Air Force, for our customers, for our fellow team members, and for this soon-to-be former commander and his family. Many thanks, and farewell ... or, since we're now departing Texas — Muchas gracias, and adios!

AFRS anticipates record-breaking year

By Chief Master Sgt. Kenneth Kowalski
AFRS Command Chief Master Sergeant

Great job! Seven months into the new fiscal year your hard work is definitely paying off. With 100 percent of our annual goal already met, we're expecting one of the best recruiting years on record.

We've exceeded our EAD and New Contract goals each month and successfully filled the BMT seats in our historically toughest months — February, March, April, and May, better known as FMAM. Our OA programs are rebuilding, manning is almost where it needs to be, and production in most programs is far ahead of previous years.

Your hard work and determination could not come at a more critical time; our country is at war and our Air Force is in high demand. We are deployed all over the world supporting various missions, and are doing it very well. Recently, I attended an AETC Command Chief Conference. All 27 chiefs in attendance bragged about the quality of the young troops in their unit, and specifically highlighted the great job recruiters are doing for the Air Force. I tip my hat to all of you — it was a great compliment!

We're working hard to provide the tools and training to help you do your job. With the support of AETC we will continue focusing our energies on keeping EA recruiter positions filled. We are authorized 1,650 EA recruiters, and filling those positions is a top priority. We've made tremendous progress on filling both our flight chief and OA recruiter positions. Our command will continue to make these positions a top priority. We will fill these positions before we fill our MEPS/OPS/training slots. When it comes time to career progress, I strongly encourage you to apply for the command's priority positions —



Chief Kowalski

flight chief and OA recruiter.

Training programs are flourishing within the command. The Professional Selling Skills program should be up and running at the Recruiting School in October. We will continue the "coaching" portion of this program at flight chief workshops. Our first OA Recruiter workshop was held at Randolph Air Force Base in April. We are very excited about the potential for this training; we believe it is needed, and will really benefit newly assigned OA recruiters. We are also exploring online training programs and will continue to keep training a top priority.

Overall, the "big picture" is a good one; we are doing great things for Recruiting Service and our Air Force. Production programs are in great shape; there is no doubt this will be a record-breaking year. Let's continue working together to be the best possible "pipeline" for bringing young Americans into the greatest Air Force in the strongest military in the world. Remember, we are recruiting today to win tomorrow!

The 'Army' of Y

Recruiting the Millennial Generation

By Maj. Terry Bowman
Air Force Recruiting Service

They're an "army" of more than 76 million and continuing to grow. A quick assessment of this legion tells us it's like no other we've encountered. The better it's understood, the better chance you'll have in recruiting, managing, leading, and retaining its members for tomorrow's aerospace force. They are Generation Y — but please don't call them that, since it implies they are somehow an extension of their Gen X mothers and fathers, a generation researchers say they *least* admire. The term "Millennial" will do just fine thank you, and they'll be in your office later today.

The good news is that the number of prospects for tomorrow's Air Force is growing. Even better is that their propensity toward public service is high, but luring them to *Cross Into the Blue* will require a refined set of tools where mass marketing may cause you to lose the sale.

Researchers say this new wave is more difficult to explain as a group than their baby boom parents, but one thing is certain, you'll have to earn their respect. They are free thinkers, brash, and independent. They ask questions, challenge authority, and approach problems from a whole different perspective. They've never known life without the personal computer, so they are more likely to be

found surfing MTV than watching it.

The Millennial Generation, often dubbed Gen Y, Gen Next, or Echo Boomers, are people born from 1982-2002. The first Millennials entered the job market with the graduation of the Class of 2000.

Researchers Neil Howe and William Strauss of the Millennials Rising research team say the generation is the most numerous, affluent, and ethnically diverse in American history.

Market researchers refer to the group as a true mosaic because it's more culturally and ethnically diverse than any of their predecessors. Generation Y is an ethnically diverse generation. While minorities make up 24 percent of baby boomers, they form 34 percent of Generation Y.

Air Force Recruiting Service has begun an entire marketing transformation to meet Gen Y head on.

More efforts are being made to meet prospects online including the new "Ask an Advisor" section of airforce.com. New advertising strategies have put precious marketing dollars into more diverse publications and during programming that attracts segments of the minority market.

Millennials are diverse, and researchers predict reaching them will require advertising and outreach in new and creative formats.

Characteristics of the Millennial Generation

Special. American society has shifted from being anti-child to being child-centered and child-sheltering. This generation has been celebrated, from conception to birth to preschool through high school. Their boomer parents (born 1943–1960) place a great emphasis on home and family. Hollywood and the media have given them the message that they are loved and desired, and that children are vital to the nation's sense of self and purpose. "Children's issues" — education, drugs, child health, moral values, and youth violence — top the list of today's adult priorities.

Stressed. Today's kids are very busy. Time diaries show enormous declines in free time, from 52 to 33 hours a week, for kids today (ages 3–12) relative to comparable kids 20 years ago. Time spent in school, household chores, sports, personal care, and travel are all up. TV-watching is still high, but declining.

Confident. Although they know the world is not perfect, they are optimistic. They have confidence and self-reliance beyond their years. Most say they are

usually happy and satisfied with their lives, and they see the world as presenting them many opportunities. Compared with the previous generation, they are more likely to view themselves as leaders. Their academic achievement scores are higher than those of Gen Xers, and increasing numbers of youth express a desire to attend college.

Embracing Diversity. Born into a society more racially and culturally diverse than any in our history, today's kids are more accepting of diversity — in terms of ethnicity, religion, gender, lifestyle, and personal appearance. A vast majority of 9 to 17 year olds today agree it is important not to be prejudiced (compared with about half of Gen Xers

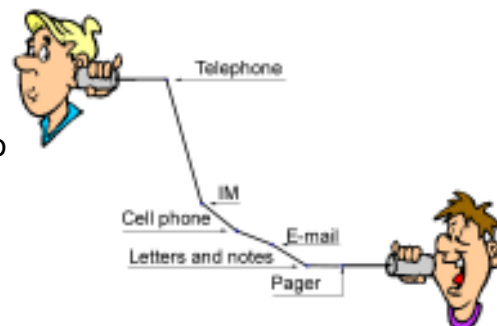
As a name for their generation, they vastly prefer the "Millennials" over "Generation Y." Asked to choose their favorite name, 55% chose "Millennials" versus only 14% "Generation Y."

Source: Millennials Rising Survey, Class of 2000

Keep in touch!

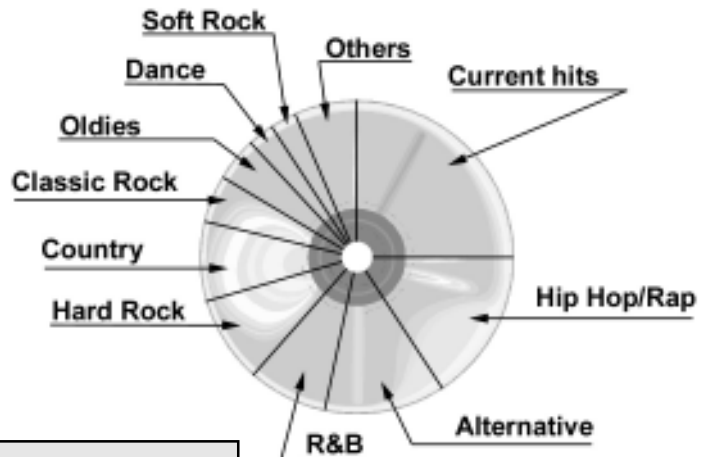
You may see them at the mall sporting cell phones with flashing antennas, but teen-agers still prefer to keep in touch with their friends with the old fashioned land line. Instant messaging is also becoming a popular way to communicate between young people.

Graphic by Staff Sgt. John Asselin
Source: Teenage Research Unlimited



Turn it up!

The young people walking into recruiting offices may not listen to the same music as recruiters. While you're listening to classic rock and oldies in the office, 64 percent of your potential recruits are listening to Top 40, hip hop, rap, alternative, and R&B.



Find out what's hot

<http://www.billboard.com/billboard/charts/hot100.jsp>

Graphic by Staff Sgt. John Asselin
Source: Teenage Research Unlimited

today).

Parental Closeness. In recent surveys, a large majority of Millennials report being very close to their parents. Most talk to their parents about teen topics (like sex, drugs, and alcohol), as well as topics such as school progress and plans for the future. In contrast to young people's reports 20 years ago, most kids today trust their parents and expect them to be available for them as needed.

Technology Oriented. Computers are taken for granted. Most kids use computers in school, and half have computers at home. Kids who have PCs at home use them for fun — exchanging e-mail, surfing the Net, or playing games. They use the Internet to get information for school assignments, with as many

using the Net as the library to obtain information.

About 75 percent of 8 to 12 year olds use computers — more than older teens and adults.

Source: Defense Market Research

Want more information about millennials?
Check out these cyber sources:

Defense Market Research
<http://www.DefenseMarketResearch.org>

Generation Y
<http://www.generation-y.com>

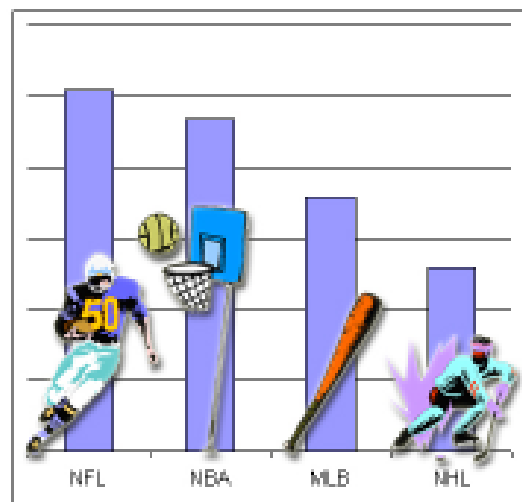
Millennials Rising
<http://www.millennialsrising.com>

Millennials.com
<http://www.millennials.com>

Play Ball!

Going after the right professional sports will help maximize your reach to potential recruits. Teen-agers have favorite sports they follow, and believe it or not, wrestling is not one of the top four. Talk to your local sports teams and see how you can help each other -- together you can build a winning team.

Graphic by Staff Sgt. John Asselin
Source: Teenage Research Unlimited



PERCEPTION



Year of birth: 1961

What do you think is the favorite movie among 18-24 year olds? Fast and the Furious

Where do you think most 18-24 year olds spend their discretionary money? clothes

Where do 18-24 year olds like to eat? Sonic

What is an 18-24 year olds' motivation for service? Education

Senior Master Sgt. Doug Sikat
Air Force Recruiting Service



Year of birth: 1946

What is the favorite recording artist among 18-24 year olds? Dave Matthews

Where do you think 18-24 year olds hang out? Starbucks

Where do you think most 18-24 year olds spend their discretionary money? Music CDs

What is the ideal car for an 18-24 year old? Honda Civic

What do you think is the most important invention in an 18-24 year olds' lifetime? DVDs and DVD Players

Lt. Gen. John Hopper Jr.
Air Education and Training Command



Year of birth: 1952

What is the favorite movie among 18-24 year olds? Lord of the Rings

How many books do you think 18-24 year olds have read for leisure during the past year? 0

What do you think has been the most important invention in an 18-24 year olds' lifetime? Cell phone

Lt. Col. Ginny Dietvorst
Air University Public Affairs

Did you know ...

- The people who are now eligible to join the military were born in 1961 or later.
- They were prepubescent when the Persian Gulf War ended.
- Black Monday 1987 is as significant to them as the attack on Pearl Harbor.
- There has been only one Pope. They call him "Pope John Paul II."
- They were 11 when the Soviet Union broke up.
- They have never feared a nuclear war. "There's no such thing as a free lunch."
- They are too young to remember the space shuttle.
- Tianamen Square means nothing to them.
- Their lifetime has always included AIDS.
- Bottle caps have always been screw off.
- Atari predates them, as do vinyl albums.
- The expressions "you sound like a broke ass" and "you're a broke ass" are common.
- They have never owned a record player.
- They have likely never played Pac Man or Tetris.
- Star Wars looks very fake to them, and they don't like it.
- The Compact Disc was introduced when they were 10.
- As far as they know, stamps have always been there.
- They have always had an answering machine.
- They have always had cable.
- There have always been VCRs, but they don't use them.
- They cannot fathom having a TV without a VCR.
- They were born the year the Walkman was introduced.
- Roller-skating has always meant in-line.
- The Tonight Show has always been with Johnny Carson.
- They have no idea when or why Jordach was shot.
- Popcorn has always been cooked in the microwave.
- They have never seen Larry Bird play, and they don't like him.
- They never took a swim and thought about it.
- They have no idea that Americans were in Vietnam.
- They can't imagine what hard contact leather is.
- They don't know who Mork was or where he went.
- They do not care who shot J.R., and they don't like him.
- The Titanic was found? I thought we all knew that.
- McDonald's never came in Styrofoam containers.
- There has always been MTV.

N vs. REALITY

the Air Force were born in 1980.
an Gulf War was waged.
them as the Great Depression.
n only really remember two presidents.
ke apart and do not remember the Cold War.
"The Day After" is a pill to them, not a movie.
ace shuttle blowing up.
m.

and plastic.

en record" means nothing to them.

and have never heard of Pong.
the special effects are pathetic.
they were one year old.
ys cost about 32 cents.
chine.

have no idea what BETA is.
a remote control.

was introduced by Sony.

skating for them.

Jay Leno.

e jeans were cool.

microwave.

nd Kareem Abdul-Jabbar is a football player.

ut Jaws.

ever held hostage in Iran.

nses are.

e he was from.

re no idea who J.R. is.

ays knew where it was.

ontainers.

Year of birth: 1983

What is your favorite movie? Blade II

What do you spend the most of your money on? My girlfriend

Where do you like to eat? Long John Silver's

What is your motivation for service? Making a better life for myself and my future wife

Airman 1st Class
Christopher J. Douglas
Civil Engineering



Year of birth: 1982

What is your favorite recording artists? DMX

Where do you hang out? Basketball Court

What do you spend the most of your money on? Shoes

What is your ideal car? Mustang

What do you consider the most important invention in your lifetime? DVD Players

Airman 1st Class Mark Jordan
Security Forces



Year of birth: 1982

What is your favorite movie? Grease

How many books have you read for leisure in the past year? 2

What has been the most important invention in your lifetime? The Internet

Kendra Leigh Dornbusch
Delayed Enlistment Program





Stuart Kirby drives the No. 34 Air Force and ONDCP-sponsored Busch Series car with "Racing: My Anti-Drug" emblazoned on the hood.

USAF, White House race to fight drugs

By 2nd Lt. Jason L. McCree
Air Force Recruiting Service

When the checkered flag drops at Busch Series events, the Air Force and White House are one race closer to helping win the fight against drugs.

The Air Force has joined with the White House Office of National Drug Control Policy to sponsor a Busch Series car for 15 races this year. The car is carrying the "Racing: My Anti-Drug" message around the track to an audience of more than 75 million.

"Our partnership with ONDCP is a natural fit," said Brig. Gen. Duane Deal, commander of Air Force Recruiting Service. "One of our core messages to young people is they must graduate from high school drug free."

"The National Youth Anti-Drug Media Campaign encourages youth to seek out the positive things in their lives that stand between them and drugs," said John P. Walters, ONDCP director. "Joining efforts with the U.S. Air Force and a young talent such as Stuart Kirby drives home the message that by rejecting drugs, your goals can be achieved."

Stuart Kirby drives the Air Force and ONDCP sponsored-car — No. 34. Its inaugural race was at the Texas Motor Speedway, outside Ft. Worth, April 6 in the O'Reilly 300.

Kirby's racing skills increase his appeal to the "Racing: My Anti-Drug" Media Campaign's target audience, said General Deal.

Car No. 34 is owned by Jimmy Spencer and Spencer Motor Ventures.

"I can't think of a better way to use NASCAR's

growing popularity than to keep our kids away from dangerous drugs,” said Spencer.

“Racing has always been one thing that keeps me going,” said Kirby. “Driving in NASCAR is a goal I would never have accomplished if I had wasted my time with drugs.”

Photo by Tech Sgt. Rodney Williams



Ricky helps change the tire on No. 34.

Stuart Kirby Up Close and Personal

Interests:

Jet skiing, racing online

Accomplishments most proud of:

Being ranked No. 1 in the World Karting Association, and winning my first pole, and setting a new Automobile Racing Club of America track record at Pocono.

Most memorable moment in racing:

Racing at Daytona International Speedway for the first time.

First racing experience:

Racing a go-kart when I was 10.

Greatest influence on my life:

My dad, because he taught me the business side of racing.

Things I cannot do without:

My family and God.

People may be surprised to know that:

I weigh 125 pounds and race a Busch Series car.

How he prepares for a race:

I don't talk a lot, and I just focus on the start of the race and what I need to do throughout the race.

Quote I lives by:

“Some dream of worthy accomplishments while others stay awake and do them.”

2002 Busch Series Schedule

No.	Date	Track	Entitlement	Broadcast (EST)
1	4/6	Texas	O'Reilly 300	FOX 2:00 p.m.
2	4/27	California	Auto Club 300	FOX 4:00 p.m.
3	5/11	NH Int'l Spdwy	Busch 200	FX 12:30 p.m.
4	5/25	Charlotte (NC)	Carquest Auto Parts 300	FOX 1:00 p.m.
5	6/8	Nashville (TN)	Nashville 250	FX 7:00 p.m.
6	6/15	Kentucky	Kentucky 300	FX 7:30 p.m.
7	6/30	Milwaukee (WI)	GNC Live Well 250	FX 1:30 p.m.
8	7/20	St Louis (MO)	Carquest Auto Parts 250	TNT/TBA
9	7/27	Pikes Peak (CO)	TBA	NBC/TBA
10	8/23	Bristol (TN)	Food City 250	TNT/TBA
11	9/21	Dover (DE)	MBNA America 200	TNT/TBA
12	9/28	Kansas	Mr. Goodcents 300	TNT/TBA
13	10/19	Memphis (TN)	TBA 250	NBC/TBA
14	11/16	Homestead (FL)	GNC Live Well 300	NBC/TBA

WASHINGTON — The military personnel chiefs and recruiting service commanders met in March with the Senate Armed Services Subcommittee on Personnel to discuss the challenges of recruiting and retention.

Most agreed they are starting to see results from improvements made to pay and benefits. Lieutenant Gen. Richard “Tex” Brown, the Air Force deputy chief of staff for personnel, said these programs need to continue.

“I’d say the main thing we shared today was that we would like the subcommittee to continue to stay the course with giving us the programs and the funds to support our people,” General Brown said after the hearing.

“Because we see retention is better now, recruiting is good, there are some who would say ‘Well take some dollars away from their ads and not have as many recruiters on the streets,’” he said. “Well about the time we take that attitude we’ll be right back in the pits again. This committee understands that.”

“Air Force Recruiting Service has already reached 97 percent of their goal for active-duty enlisted members for fiscal year 2002,” said Brig. Gen. Duane Deal, Air Force Recruiting Service commander. “This includes 1,283 security forces positions that were added in the middle of this fiscal year.

“Operations Noble Eagle and Enduring Freedom have levied significant operational requirements for homeland security, antiterrorism and force protection,” General Deal said. “This prompted additional active-duty security forces to be added to our recruiting goal – to relieve some of the stress on our total force.”

Recruiting, retention must ‘stay the course’

By Master Sgt. Ron Tull
Air Force Print News

“Recruiting is still very important,” he said.

The subcommittee also met with a panel of enlisted recruiters to discuss what is working. Technical Sgt. Gabriel Quintana, 369th Recruiting Squadron, said education remains an important selling point.

“Make no mistake about it, when our applicants come in, their priority is education. It’s a great and effective tool for our program,” Sergeant Quintana said.

Congress is considering options to make education benefits a retention tool by possibly allowing servicemembers to pass their benefits onto family members.

According to General Brown, retention, and the experience that comes with it, must be the highest priority for the Air Force.

“Meeting our retention target remains our greatest challenge,” General Brown said. “It is painstakingly clear that to retain the highest caliber of professionals we need to decisively win America’s wars, we must provide a comprehensive compensation package that rewards service, provides for an acceptable standard of living, and assures a high quality of life.”



Optional uniform items

Air Force symbol cuff links, tie tacks, and tie bars have been approved by the Air Force Uniform Board to replace the coat of arms items currently in the inventory. These optional items are authorized for wear with the service dress, long-sleeved shirt and blouse, mess dress, semi-formal and maternity dress. The phase-out period for coat of arms cuff links, tie bars, and tie tacks will be published later this year in the new Air Force Instruction 36-2903, Dress and Appearance.

AFRS alumni reunion

Headquarters Air Force Recruiting Service will host a reunion for all Air Force Recruiting Service alumni at Randolph Air Force Base, Texas, Aug. 7-8. The event is open to retired or separated members previously assigned to AFRS. Activities include a briefing on the history and current state of recruiting and a golf tournament.

Formal invitations will be mailed in June. If interested contact Chief Master Sgt. Bob Marroquin at (210) 652-3112, or e-mail at robert.marroquin@rs.af.mil, or contact Chief Master Sgt. Jimmy Lepant at (210) 652-3104, or e-mail at james.lepant@rs.af.mil.

AAFES clothing recall

Army and Air Force Exchange Service officials are recalling about 11,000 infants and toddlers shortalls. The metal crossbar on the shortall strap can be easily removed creating a small parts hazard. The recalled garments are AAFES "Gumballs" 100% cotton boys' 2-piece shortall/shirt sets. Customers should immediately stop us-

ing this garment and return it to their nearest AAFES Exchange for a full refund.

Guardians of Freedom

General John P. Jumper, Air Force Chief of Staff, recently approved the Guardians of Freedom program designed by the Air Force to unite Americans in support of their military. The program seeks support from key groups such as families, employers, politicians, educators, community leaders, and media, through myriad ways such as letters, posters, post cards, and patches. The program recognizes that America's military benefited from huge public support in the immediate aftermath of Sept. 11. More information about the program will be published in future Recruiter magazines.

TRICARE reimbursement

TRICARE now authorizes travel orders and reimbursement for one non-medical attendant to accompany a non-active duty TRICARE Prime patient referred for medically necessary specialty care more than 100 miles from the patient's primary care manager location. The non-medical attendant travel benefit began April 1, and is retroactive to Dec. 18, 2001. Actual expenses for gas and oil, highway, bridge, and tunnel tolls; and parking fees are authorized up to the government rate for transportation. Non-medical attendants also are authorized reimbursement for other expenses related to travel such as lodging and meals. Beneficiaries with questions should contact their local military treatment facility or the TRICARE website at www.tricare.osd.mil.

BEST PRACTICES

Recruiter's TOOLBOX



BASE TOUR WITH PANEL INTERVIEW - Recruiter sets up a panel discussion with base top performers (quarterly/annual award winners), guidance counselors, and students. Students get to see what it's like to be an airman. SSgt Aurelia Watkiss, 311th RCS, (724) 834-0920

DMV CHECKS - Squadron operations worked with New York State Department of Motor Vehicles, obtained no-cost Internet access to applicant driving records for DMV checks. SMSgt James Greathouse, 313th RCS, (315) 452-9050, ext. 201

PRE-EMPTING FAIL-TO-GRADS - Send a letter to the applicant's school requesting projected date of graduation. If the applicant will not graduate on time, ask what is needed to graduate and encourage the applicant to finish. SSgt Page Williams, 314th RCS, (718) 363-0145

SECURITY FORCES SCHOOL PRESENTATION - The 317th training team built a school presentation on disk for each flight as part of their presentation. SMSgt Lanny McGriff, 317th RCS, (301) 567-6708

DEFICIENCY DIRECTED TRAINING - Once a month, the squadron holds a training session directed at specific deficiencies, e.g., MEPS processing, RALs, cancellations. MSgt Jeff Savioe, 318th RCS, (717) 770-6785

IMPLEMENTATION OF A WEB-BASED FEDEX PROGRAM - Labels are generated from the web-based account and faxed to the field. E-mail notification of shipments is sent to RSS prior to shipping and upon receipt. Shipments are then logged for initial review and disposition tracking. TSgt Mark Campbell, 330th RCS, (317) 377-6978

CANCELLATION REVIEW PROCESS - DEP retention rate fell below 84 percent the first quarter of this fiscal year. The squadron instituted a process where the operations flight commander, superintendent, and commander review and comment on all pure cancellations. The DEP retention rate is now above 90 percent. Capt Bill Meginniss, 331st RCS, (334) 416-4007

RECRUITER MAILS DEP NEWSLETTERS in between the phone and in-person follow-ups. DEPpers are informed of pertinent Air Force current events, next commander's call, EAD dates, and required items for basic training. SSgt Corey Hartzler, 332nd RCS, (205) 631-3874

CREATED EASY-TO-USE PRIOR SERVICE ORDERS EXAMPLES - Squadron took an existing product from AFRS prior service office and created a hyperlinked MS-Word document where you can easily select the type of prior service orders you need for any prior service shipper. This allows the MEPS to ensure they use the proper format and prevents prior service order errors. SMSgt Jeff Sherrill, 333rd RCS, (321) 494-3521

CONVERTED MARKETING CONTINUITY BOOK TO CD-ROM - Compiled all COI information including forms and guidebook; implements all marketing instructions and request forms, includes mini-jet regulations and operating instructions. This provides easy access and information for all personnel. TSgt John Edwards, 337th RCS, (803) 895-1650

REUNION PARTY - Choose a couple major holidays (Christmas and July 4 are good) and have a reunion party with DEPpers, new enlistees home on leave, parents, and potential applicants. TSgt Jackie Foster, 339th RCS, (734) 243-5434

INTRA-SQUADRON QUARTERLY MEPS COMPETITION - The squadron's two MEPS compete to win the quarterly Commander's Top MEPS Award. Maj Scott Katz, 341st RCS, (210) 671-3970

GROUPZONE CANVASSING - Two or three recruiters from one flight will go to a struggling recruiter's zone within their flight and zone prospect as a group. This makes the recruiters more visible. TSgt Robert Stair, 342nd RCS, (612) 725-0651

VIDEO ORDERING FROM DAVIS/DITIS - The squadron orders free DOD videos at <http://afishp6.afis.osd.mil/dodimagery/davis>. Numerous titles are available; from jobs in the Air Force to MEPS, BMT, and tech school. TSgt Robert McClelland, 344th RCS, (903) 509-3789

HIGH VISIBILITY - Contact the manager of a local fast food chain, and ask them to proclaim a week, or a day at the minimum, "Air Force Day," in tribute to our military forces. On that day/week, supply Air Force T-shirts for all employees to wear during their shift. MSgt Kathleen P. Parker, 345th RCS, (618) 256-4105

FREE RAILROAD ADVERTISING - The squadron was able to get the Air Force symbol and 800 numbers on the side of freight trains from the Wisconsin Railroad for free. SMSgt Fred Wilkes, 347th RCS, (414) 944-8662

IMMUNIZATIONS - The 348th OA team coordinated directly with the local base hospital immunization clinic to provide all required shot updates during quarterly flight meetings. This ensures all members remain current with their worldwide availability requirements. Capt Barbara Powers, 348th RCS, (501) 987-5947

PHONE PREP - Preparing to phone prospect, the recruiter takes 15 minutes prior to phone calls and makes a list of events happening at the particular school being called like up-coming games, dances, semester test, or anything that would let the applicant know the recruiter is involved. This information is used for pre-approach comments and to help establish rapport. MSgt Michael Gladden, 349th RCS, (405) 734-7023

K-9 SCHOOL DEMO - Under the Role Model Program the squadron funds a TDY for the K-9 demonstration team, based at McChord AFB, to give demonstrations in high schools as a lead generating activity. TSgt Raul Sanchez III, 361st RCS, (253) 982-9561

Colonel

Richard L. Fortner 369 RCG



Senior Master Sergeant

Michael W. Alcorn 338 RCS



Master Sergeant

Allen J. York	HQ AFRS
John T. Cunningham II	311 RCS
Steven C. Robinson	313 RCS
Donald S. Lupton Jr.	317 RCS
Ruben S. Rey	319 RCS
David R. Shields Jr.	331 RCS
Gary D. Stillman	331 RCS
Knute M. Headley	338 RCS
Bradley T. Elkjer	342 RCS
Roger W. Eberlein	345 RCS
Francois L. Kreisman	348 RCS
Viette C. Sanders	349 RCS
Alvin C. Moore	362 RCS
Richard E. Shaw Jr.	362 RCS
Benjamin C. Logue Jr.	364 RCS
James D. Potts	364 RCS
Brad J. Buening	368 RCS
Michael J. Dorombozo	368 RCS



Technical Segeant

Jeffrey D. Hiatt	HQ AFRS
Daniel H. Merrill	313 RCS
Jay M. Flack	317 RCS
Kevin H. Fuccella	317 RCS
Michael P. Mowrey	318 RCS
Douglas M. Suddueth Jr.	318 RCS
Rodney A. Coy	330 RCS
Mark D. Pace	330 RCS
Michael L. Fly	333 RCS
Reginald K. Anderson	336 RCS
Theodore W. Harrell Jr.	336 RCS
Keith J. Lundberg	336 RCS
Patricia L. Israel	337 RCS
Lonny A. Creek	341 RCS
Christopher J. McCool	341 RCS
Anthony J. Pesson	341 RCS
Ronnie D. Dunker	347 RCS
William G. Fountas	347 RCS
Mark E. Terry	348 RCS
Aaron M. Shuler	361 RCS
Brian W. Cornett	367 RCS
Gregory A. Cohen	368 RCS



Staff Segeant

Joseph Miller	313 RCS
Michael C. Clifford	314 RCS
Paul S. Waters Jr.	336 RCS
Milo T. Davis	368 RCS



G Schoolhouse Graduations

TSgt Kelly J. Kasulas – Pierre, S.D.
 TSgt Stacy W. Richey – Chattanooga, Tenn.
 SrA Shane F. Moore – Ahwatukee, Ariz.
 SSgt Scott T. Hitchcock – Vestal, N.Y.
 SSgt Todd J. Mulvaney – Topeka, Kan.
 SSgt Jeremy S. Dickey – Marion, Ohio
 SSgt Jimmie D. Murray – San Antonio, Texas

SSgt Clifford L. Hurst – Mountain Home, Ark.
 SrA Joel V. Charette – Lakewood, Colo.
 SrA William E. Miller Jr. – Tom's River, N.J.
Top Graduate: TSgt Kasulas
Speech Award Winner: TSgt Richey
Sales Award: SrA Moore



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